



**Transportation Services Advisory Committee Meeting**  
**Minutes 3/5/2014**

Attending:

Ms. Brittany Bounds  
Mr. Mike Caruso  
Dr. Jonathan Coopersmith  
Mr. Joe Dillard  
Dr. Angie Hill Price  
Mr. Matt Keller  
Dr. Beverly Kuhn  
Mr. Peter Lange  
Dr. Beth McNeill  
Dr. Joe Newton  
Mr. Darryl Peterson  
Mr. Robert Pottberg

Dr. Bob Strawser  
Mr. Travis Walters  
Dr. C.J. Woods  
Dr. Guoyao Wu

Absent:

Ms. Courtney Charanza  
Dr. Merna Jacobsen  
Ms. Melody Larson  
Ms. Flora Reeves  
Ms. Hannah Weger  
Mr. Rod Weis

Guests:	Ms. June Broughton	Ms. Madeline Dillard	Ms. Debbie Hoffmann
	Mr. Kenny Kimball	Ms. Therese Kucera	Ms. Jolene Sears
	Mr. Ron Steedly	Mr. Doug Williams	

**1. Welcome and Approve Minutes from Previous Meeting**

1.1. Dr. Angie Hill Price welcomed the committee members and asked for a review of the minutes from the February 5, 2014 meeting. The minutes were unanimously approved as written.

**2. TTI Presentation on Kyle Field Game Day Transportation Ideas**

- 2.1 Ms. Debbie Hoffmann introduced Mr. Tim Lomax and Mr. Brian Bochner of TAMU Transportation Institute (TTI).
- 2.1.1 Mr. Lomax started by saying that TTI is considering this cooperative action to be more like a plan than a study, since there will definitely be changes implemented for next football season.
  - 2.1.2 The changes are not set as of today, but pedestrian safety has been deemed the #1 focus; a major concern is that pedestrian and traffic streams do not cross. Less traffic congestion could be considered “1a” in terms of importance; getting fans to plan routes in advance so that the town is returned to normal as soon as possible.
  - 2.1.3 A tool to aid the plan will be pre-paid parking available thru an app that is currently being developed, with possible “early parker rewards” or lower rates for parking early.
  - 2.1.4 The app is being developed by CrowdTorch, a company that developed apps for the Orange Bowl and Sugar Bowl. It will encompass real-time traffic conditions, parking information and a pedestrian feature with “best route to my section in the stadium.” There will also be an element with information for Kyle Field with maps, menus, wait times at concession stands, teams and rosters, etc.

The app can be adapted as needed in the future, with an example being placing food orders via phone, not in 2014 but possibly in the future.

- 2.1.5 An increase in the bandwidth on campus will be required in order to allow best use of the app with all the features, and that is part of the plan. Websites and mailers will be utilized for those who don't choose to use smartphones.
- 2.1.6 A plan to get shuttles closer to the stadium more quickly is also a priority. This will be accomplished by giving buses some priority in traffic with "mostly bus" lanes and establishing continuous flow intersections, coordinated signals and securing a drop off point directly adjacent to the stadium. Dedicated contraflow lanes are also being considered to move a larger number of vehicles away from campus at the end of the game. Making use of the 1,000 space garage in downtown Bryan is also a possibility, with another company providing the shuttle to campus. The downtown merchants could promote a "Downtown Bryan" game day experience.
- 2.1.7 Plans to improve pedestrian safety include use of "insistent" pedestrian traffic direction using temporary fencing to direct them to the desired route and use of the new pedestrian underpass at Old Main. Also, pedestrian traffic refers to both on campus and off campus pedestrians - an improvement in neighborhood lighting and signage in areas adjacent to campus is being considered.
- 2.1.8 There has been contact with the ISD's in both Bryan and College Station in regard to having parking at the schools and running a shuttle from there.
- 2.1.9 Utilizing lots in the inner parts of campus for game day parking is also a possibility. There are thousands of spaces that are not used during game days that could provide additional parking if customers are directed to the correct place.

### 3. Transit Update

- 3.1 Ms. Madeline Dillard gave an update on the transit route changes for fall. They have been approved and we are communicating the changes to students via emails, ads in *The Battalion*, updates to our website, a mention in TAMU Times, and posts to Twitter. She said we have had a small amount of feedback from students and property owners and are communicating with each of them individually.

### 4. Other Business

- 4.1 Mr. Travis Walters discussed a meeting with student leaders regarding the West Campus housing development. He said a big issue was the connectivity between west campus and main campus and a request for specific information regarding parking and bus routes. There was concern about whether there would be walking paths and what method will be most utilized and convenient for students traveling between the two areas.
  - 4.1.1 Ms. Hoffmann offered to contact the architect to see if they can update the group at the next meeting.
  - 4.1.2 Dr. Bob Strawser recommended asking for a change in the class schedule to stagger the west campus and main campus times so that students aren't tempted to take back to back classes and have to leave early/arrive late.
- 4.2 Mr. Walters asked about the timeline for ordering new buses and Ms. Dillard replied that we have ordered 4 short buses and will conduct a reverse auction in the next couple of weeks for the remainder of the large buses.

After a reminder from Dr. Angie Hill Price that the next meeting would be held April 2, the meeting was adjourned at 1:02 pm.